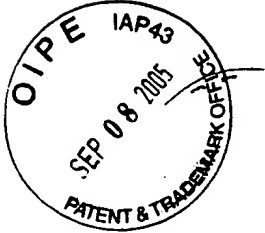


CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (703)872-9306.

Date: 6 September 2005

By: Laurie A. Torres
Laurie A. Torres



Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of John A. Schlack

Conf. No.: 8297 : Group Art Unit: 2614
Appln. No.: 09/750,800 : Examiner: Manning, John
Filing Date: 28 December 2000 : Att'y. Docket No.: T721-20
Title: System and Method For Delivering Targeted Advertisements Using Multiple
Presentation Streams

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with the official waiver posted July 11, 2003, copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed. The official waiver withdraws the requirement under 37 C.F.R. § 1.98(a)(2)(i) for submitting copies of each listed U.S. Patent and U.S. Patent Application Publication with respect to applications filed after June 30, 2003. Copies of the listed U.S. Patent documents will be provided upon request.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

- ☐ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☒ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☒ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

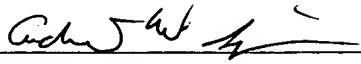
It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A and PTO/SB/08B be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

☒ The Commissioner is hereby authorized to charge Deposit Account No. 501535 as noted below. A duplicate copy is enclosed:

- ☒ Information Disclosure Statement Fee under 37 C.F.R. §1.97(c) and §1.17(p) in the amount of \$180.00.
- ☒ Any deficiencies or overpayments in the above-calculated fee.

Application No. 09/750,800

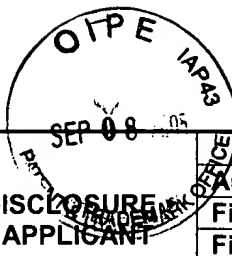
Respectfully submitted,



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STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet 1 of 3

Complete if Known

Application Number 09/750,800
 Filing Date 28 December 2000
 First Named Inventor Schlack, John A.
 Group Art Unit 2614
 Examiner Name Manning, John
 Attorney Docket Number T721-20

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| Examiner Signature | | Date Considered | |
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| Sheet | 2 | of | 3 |
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| | |
|------------------------|------------------|
| Application Number | 09/750,800 |
| Filing Date | 28 December 2000 |
| First Named Inventor | Schlack, John A. |
| Group Art Unit | 2614 |
| Examiner Name | Manning, John |
| Attorney Docket Number | T721-20 |

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| Exr Initials | U.S. Patent Document | | Name of First Inventor of Cited Document | Date of Publication of Cited Document MM-YYYY |
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